

How's Your Social Skills?

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With virtual consultations and technology-based chats heading straight to the forefront of most businesses, spas must also begin engaging in the same way. Now more than ever, virtual consultations and social media marketing are a spa's main tools for interacting with and being discovered by new clients. With many spas still currently shutdown by COVID-19, now is the time for skin care professionals to up their social skills.

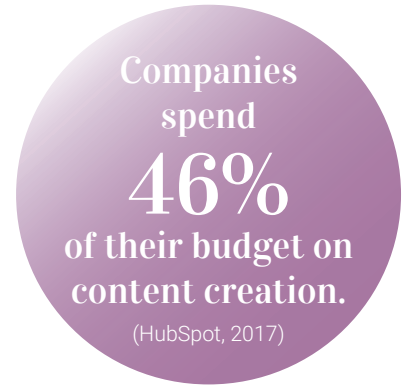
Practice social media skills by posting more often, whether through charts, facial demonstrations, product reviews, or client before and afters images. Get involved and stay active. Host Instagram Live interviews or spend time interacting with followers. Chances are that most of a skin care professional's following are clients or aestheticians alike. Utilize the downtime during the pandemic to create a wider audience and a bigger platform.



Next on the list is virtual consultations. While spas and wellness centers may still be shut down in most parts of the country, this does not mean to sit at home and do nothing. Again, this is the time to get creative and hone those skin care skills. Message clients about the opportunity to engage in virtual consultations. Not only

can a skin care professional speak with the client about their most recent skin developments and changes, but they can now offer products and at-home treatments for them to utilize. Use backstock and dropshipping from backbar brands to boost revenue even while the spa is down for the count.

Even though the spa may be closed, the spa business does not have to be. Start implementing new ways to highlight the spa online by sharing a portfolio of work. Give tips and advice, share product reviews and at-home treatment options with clients to keep them engaged and excited to visit the spa post-pandemic. Sharpen creative skills and start social media socializing like never before. ▽



of companies say updating old content has proven the most efficient tactic implemented.

(SEMrush, 2019)



Promotional e-mails are the most common e-mail type that marketers invest in.

(HubSpot, 2020)

Roughly 80% of marketers have reported an increase in e-mail engagement over the past 12 months.

(HubSpot, 2020)

The number of global e-mail users is set to grow to 4.48 billion users by 2024.

(Statista, 2019)